



Kitchener-Waterloo Oktoberfest Announces Exciting New Venue and Catering Partners for Prestigious Events.

(Tuesday, July 18, 2017) Kitchener-Waterloo Oktoberfest is thrilled to announce that the *Miss Oktoberfest Gala Ball* (September 29), *A Blooming Affair Fashion Show* (October 4) and the *K-W Oktoberfest Rogers Women of the Year* (October 5) will be held at the newly opened **LOT42** in Kitchener in their 40,000 square foot Factory room.

LOT42 has recently undergone months of renovation to transform their post-industrial site, into a new generation event space. They are a 17 acre campus dedicated to arts, technology, manufacturing, athletics, and community events. Not only an event venue, but a destination and an old space that inspires new ideas. Their campus located at 41 Ardelt Place in Kitchener which includes spaces such as a studio and 10.5 acre Backyard, will bring people together in the perfect industrial setting to “Make Things Happen”.

In addition to the new venue, Kitchener-Waterloo Oktoberfest and LOT42 have partnered with **B•Elegant Catering and Event Planning** the catering arm of **B•Hospitality Management Services**. The Cambridge company embodies a philosophy of passion, dedication and reputation that delivers fresh and local food with an extraordinary flair for guest service. Their outstanding work can be found at the Cambridge Hotel & Conference Centre, The Bruce restaurant, B@THEMUSEUM as well as at their Bruce Caboose Food Truck.

“As we look forward to our 50th Anniversary, we are excited to move into a new venue, with lots of room for growth” expresses Kitchener-Waterloo Oktoberfest Executive Director Dave MacNeil. “The space is unique and unlike anything currently existing in the Waterloo Region. We are confident that the teams at **LOT42, B•Hospitality and Kitchener-Waterloo Oktoberfest** will work seamlessly together to provide a wonderful experience for the guests of these three events.”

About Kitchener-Waterloo Oktoberfest

Kitchener-Waterloo Oktoberfest is a not-for-profit Bavarian festival founded in 1969 by a group of volunteers committed to contributing to the social and economic vitality of Kitchener-Waterloo, Canada twin cities with German heritage. Canada's Greatest Bavarian Festival celebrates German heritage, food, music and festivities and is supported by more than 50 not-for-profit organizations. The festival is operated by eight year-round full-time staff, over 500 volunteers and 1,300 Community and Service Club

volunteers that stage the nine-day festival each October promoting a unique German cultural experience. As well as the \$22.2M economic benefit the festival gives the local economy during the international festival, over \$1.5 million is raised each year by the not-for-profit organizations associated with Kitchener-Waterloo Oktoberfest, one of the top three most recognized event brands in Canada.

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For additional information:

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